

U.S. Department of Commerce
International Trade Administration




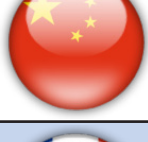



National Travel and Tourism Office

Top 10 International Markets: **2013** Visitation and Spending



Top 10 Markets: 2013 International Visitation

Rank		Country	2013 Arrivals
1		Canada (+3%) Canada improved its position as the arrivals leader, setting a volume record for the 4th consecutive year and providing 690,000 additional visitors. The bulk of the 3% increase was from the small one-night auto segment, which was up 19% for the year and which began registering big increases coinciding with the June 2012 duty-free exemption increase. Canada accounted for a 33.5% share of 2013 visitor volume.	23.39 Million
2		Mexico (+1%) In 2013, Mexico came within 140,000 visits of breaking its 2007 record for arrivals to the United States, in spite of an ongoing trend of less than robust growth since 2007. As usual from this market, monthly performance throughout the year produced no discernible patterns. Mexico accounted for a 20.6% share of 2013 visitor volume.	14.34 Million
3		United Kingdom (+2%) United Kingdom's visitor volume was up in 2013 for the first time in 5 years. While encouraging, visitor volume remains down 870K from the 2000 peak of 4.7 million. Monthly moving averages have turned increasingly positive, providing a bullish outlook for the start of a new travel year—the first in many years. The U.K. accounted for a 5.5% share of 2013 visitor volume.	3.84 Million
4		Japan (+1%) Japan's visitor volume grew just 1% in 2013, remaining well below its 1997 record of 5.4 million visitors. Japan's modest performance in 2013 followed sharp increases in visitation to the United States (14%) and to the world in 2012. Japan accounted for a 5.3% share of 2013 visitor volume.	3.73 Million
5		Brazil (+15%) Brazil registered another double-digit growth rate in 2013. This performance was in line with expectations and extends the growth streak to 10 years. The result is a 4th consecutive record for arrivals. Brazil has now registered double-digit growth in 9 of the past 10 years, and in 2013 surpassed Germany for the #5 spot of top visitor origin markets. Brazil accounted for a 3.0% share of 2013 visitor volume.	2.06 Million
6		Germany (+2%) Germany once again flirted with breaking the long-standing volume record set in 1996 by registering a 2% increase in 2013—the 4th consecutive year of positive volume growth. Germany accounted for a 2.7% share of 2013 volume.	1.92 Million
7		China (+23%) China's 23% increase in 2013 visitor volume was slightly lower than expectations, but was easily the largest growth rate among the top ten countries. China jumped two places in ranking in 2012; and its growth rates have been between 19% and 53% in 9 of the last 10 years. China accounted for a 2.6% share of 2013 visitor volume.	1.81 Million
8		France (+3%) True to form, France's visitor volume performance was counter to expectations. The 3% growth in 2013 easily beat the NTTO forecast of a small decline and set a new volume record by barely exceeding the 2011 previous record level. France accounted for a 2.2% share of 2013 visitor volume.	1.50 Million
9		South Korea (+9%) South Korea registered another solid increase in 2013 to set a 4th consecutive arrivals record. Since inclusion in the Visa Waiver Program in late 2008, South Korea's annual performance had been uneven at -2%, +49%, +3%, but is now a stable +9% for the 2nd consecutive year. South Korea accounted for a 1.9% share of 2013 visitor volume.	1.36 Million
10		Australia (+7%) Australia had a strong 7% increase in 2013 registering its 9th straight record year. This market has produced monthly performance growth in 46 of the past 48 months—one of the best performances of any origin country. Australia accounted for a 1.7% share of 2013 visitor volume.	1.21 Million

Top 10 Markets: 2013 International Visitor Spending

Rank	Country	2013 Spending
1	 Canada (+6%) Canada remained the undisputed heavyweight in terms of annual spending on U.S. travel and tourism-related goods and services. Visitors from Canada injected a record-breaking \$27.0 billion into the U.S. economy in 2013, an increase of nearly \$1.5 billion (6%) when compared to 2012. Travel and tourism exports account for 42% of all U.S. services exports to Canada.	\$27.0 Billion
2	 Japan (+9%) U.S. travel and tourism-related exports to Japan have been fraught with difficulties—SARS in 2003, the economic slowdown of 2009, and nuclear emergencies in 2011. Spending by visitors from Japan has, however, fully recovered and finally surpassed the previous record set back in 1995. Travel and tourism exports account for 37% of all U.S. services exports to Japan.	\$18.0 Billion
3	 United Kingdom (+8%) Devastated by the global economic slowdown, U.S. travel and tourism exports to the United Kingdom plummeted by nearly a third (32%) in 2009 and have been slow to recover. Indeed, U.K. resident spending in the United States is down \$3.0 billion when compared to 2008 (the only top-10 country to not set a 2013 record). Travel and tourism exports account for 23% of all U.S. services exports to the United Kingdom.	\$13.7 Billion
4	 Mexico (+5%) Travelers from Mexico spent a record-breaking \$10.5 billion experiencing the United States in 2013, an increase of more than 5% from the previous year. Visitor spending has, however, been increasing at a decreasing rate, so Mexico might be hard-pressed to maintain their 4th place ranking in 2014. Travel and tourism exports account for 36% of all U.S. services exports to Mexico.	\$10.5 Billion
5	 Brazil (+13%) After a decade of double-digit growth (every single year!), Brazil has securely positioned itself as the 5th largest market for U.S. travel and tourism exports and is expected to surpass Mexico next year in terms of total spending, falling a mere \$33 million shy from surpassing Mexico in 2013. Travel and tourism exports account for 42% of all U.S. services exports to Brazil.	\$10.5 Billion
6	 China (+12%) After four consecutive years of double-digit growth, China set another spending record in 2013, having spent nearly \$9.8 billion on U.S. travel and tourism-related services. For perspective, China wasn't even in the top 10 in 2008, yet could rival Mexico for 5th place next year. Talk about a growth market. Travel and tourism exports account for 29% of all U.S. services exports to China.	\$9.8 Billion
7	 Germany (+9%) Three years of appreciable growth (12%, 10%, and 9% in 2011, 2012, and 2013, respectively) have enabled Germany to secure its place as America's 7th largest export market for travel and tourism. German visitors spent a record-breaking \$7.5 billion on travel to, and tourism-related activities within, the United States in 2013. Travel and tourism exports account for 27% of all U.S. services exports to Germany.	\$7.5 Billion
8	 Australia (+12%) As they have for four consecutive years, visitors from Australia continue to spend more than ever before in the United States—spending a record-breaking \$6.1 billion in 2013. Travel and tourism exports account for 34% of all U.S. services exports to Australia.	\$6.1 Billion
9	 France (+11%) In 2013 travelers from France spent a much-welcomed \$5.9 billion in the United States, the third consecutive year of record-setting spending. Strong growth, however, is not the norm. Au contraire. The United States has weathered declines in travel and tourism exports to France in an unprecedented seven out of the last sixteen years. Travel and tourism exports account for 29% of all U.S. services exports to France.	\$5.9 Billion
10	 India (+14%) Once ranked 8th in terms of total spending in the United States, India maintained its position in the rankings after spending a record-setting \$5.6 billion in 2013. Since 2008 the strong emergence of both China and Brazil supplanted some of the more mature markets for U.S. travel and tourism exports, which sent India down in the rankings, too, despite its consistently strong growth. Travel and tourism exports account for 42% of all U.S. services exports to India.	\$5.6 Billion

Interested in obtaining data for your organization?

NTTO collects, analyzes and disseminates international travel and tourism statistics from the U.S. Travel and Tourism Statistical System and produces visitation data tables, including a business and pleasure arrivals rate of change analysis and detailed region, country and port analyses.

To learn more, you are encouraged to visit:

<http://travel.trade.gov/research/programs/ifs/customized.html>

For NTTO programs of interest visit:

<http://travel.trade.gov/research/index.html>

- Summary of International Travel to the United States (I-94)
- U.S. International Air Traveler Statistics (I-92)
- Canadian Statistics
- Survey of International Air Travelers (SIAT)
- Forecast of International Arrivals to the United States
- U.S. Travel and Tourism Exports, Imports and the Balance of Trade
- U.S. Travel and Tourism Satellite Accounts

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